

Special Note: The following are minutes that summarize the Business Development Advisory Council meeting held on December 9, 2015, and not a transcript of the meeting.

## **MINUTES**

### **BUSINESS DEVELOPMENT ADVISORY COUNCIL WEDNESDAY, December 9, 2015 9:00 A.M.**

**CLARK COUNTY GOVERNMENT CENTER  
500 S. GRAND CENTRAL PKWY  
4<sup>TH</sup> FLOOR, GOLD ROOM  
LAS VEGAS, NEVADA 89155**

#### **Members Present:**

Jane Lee, Jadon Foods - Chair  
Amy Shaw, McCarran International Airport  
Jill Klies, J & M Shooting Solutions (**attended via teleconference**)  
Rich Lyles, Governor's Office of Economic Development (GOED)  
Mae Worthey, Nevada Department of Employment  
Leonard Hamilton, Business Consultant  
Marcus Offutt, Business Growth & Development Services  
Vershaun Ragland, M.B.D.A. Business Center of Las Vegas  
Jo Cato, Periwinkle Media Group

#### **Members Absent**

Leonard Hamilton, Business Consultant

#### **Clark County Staff**

Trudy Harper, Clark County Purchasing and Contracts

#### **Legal Counsel:**

Catherine Jorgenson, Clark County District Attorney's Office

#### **Guests:**

Christine Footit, Internal Revenue Service (**attended via teleconference**)  
Ginnie Salazar, National Association of Women Business Owners (NAWBO)  
Mariah Fineman, iDrink Beverages  
Shannon Zadrowski, iDrink Beverages  
Kristina Barrett, Apple One Staffing  
Laura Jane Spina, RAFI Architecture

**I. Call to Order**

Jane Lee called the meeting to order on Wednesday, December 9, 2015, at 9:07 a.m.

**II. Opening Ceremonies**

Silent invocation was conducted followed by the Pledge of Allegiance.

**III. Certification of Compliance with the Nevada Open Meeting Law**

It was announced that the meeting was being held in compliance with the Nevada Open Meeting Law. The meeting was properly posted at the appropriate locations as listed at the bottom of the agenda.

**IV. Introductions**

The members and guests introduced themselves. New members Rich Lyles and Mae Worthey were sworn in by the Clerk's Office.

**V. Public comments**

There were no public comments.

**VI. Approval of Minutes**

The minutes for the meeting held on October 14, 2015 were unanimously approved.

**VII. Take nominations for a new Vice Chair**

Jo Cato nominated Mae Worthey for Vice Chair. All were in favor of the nomination. Members will vote at the next meeting.

**VIII. Subcommittee reports**

- a. **Legislative Committee** – No report for this meeting.
- b. **Marketing and Public Relations** – Jo Cato reported that she obtained a copy of the existing newsletter from Trudy. Without changing the format and to be in compliance with the County, there are several ways of making the newsletter more attractive. The content has several blank spaces and the format needs to be adjusted. Once completed, it will be sent to Tanya Flanagan, County's Webmaster. Jo asked members where the content was generated and would like to have newsletter completed in January. Jane said there are two ways to accomplish this; 1) we have each member submit information to Jo, because they are engaged in the community and as they learn about events and activities. Jane suggests a form to document their activity. This form can also be used when we prepare the annual report to the Commissioners to show activity with the community and feedback they have received. This can be used as a tool to make a more impactful presence, assistance and a better resource to the small businesses that we are serving; 2) we could collaborate with our working partners and have them share information with Jo. Amy sends out a weekly email with information

on upcoming events. Marcus asked if the newsletter would be responsive. Jo confirmed and said it means if you are on your tablet or iPhone, it will be easier to read. Jane said we can help Jo by sharing their calendars of upcoming events and add her to distribution lists. Marcus suggested including results of the events; attendees, highlights, etc.

- c. **Advocacy** – Vershaun attended the National Minority Supplier Conference in San Diego. Over 7500 people were in attendance. She met several people from GMC, Ford, and Macy's, just to name a few. She made contact with several individuals and put them with the supplier they needed to be with. She received feedback that they were successful contacts and is moving on to contract opportunities. MBDC had a workshop in August. She has BOWD flyers posted and discusses BDAC with her clients. Vershaun inquired about business cards and if members could pay for their own. Catherine said that this council could not incur any costs and advised to consult with the County to keep consistent. Vershaun would like to prepare a draft for approval and will submit to Adleen. Rich added that he and several others from the Governor's Office also attended the conference in San Diego. They made over 500 contacts and are developing a database that will be public information. This information will be available very soon.
- d. **Speaker Bureau** – Marcus spoke of his efforts with staffing and recruiting. Currently, he is working with Apple One as a direct hiring recruiter for the accounting and finance division. Being a minority, woman-owned business themselves and doing a couple of billion dollars in revenue, he thinks it is key that we focus on cultivating relationships with minority businesses, woman-owned businesses, veteran, disabled veteran, etc. They are mandated to bring that type of business here and on the flip side he is able to provide good candidates that will be there for 3 to 5 years or make it a career. Marcus wanted to let everyone know of these efforts and his focus is to work with the same businesses that he is in contact with on a day-to-day basis with his own business and with the Board. He has received a lot of feedback. He reached out to Akers & Associates, Inc. and a couple of different targets that he is trying to ramp up in terms of their 4<sup>th</sup> quarter close, getting W-2s disbursed and tax season. This is a big time for the staffing industry. Their level of staffing and what they provide, like a five year guarantee and 50 percent replacement if they do not keep the person they initially placed in the position. Branch Manager, Kristina Barrett, provided a brief overview. The company has been operating for over 50 years and still owned by original owner. They focus on direct hire and also have the ability to hire temporary staffing. Their main priority is to work with small and mid-sized companies. They work extensively with Clark County and staff regularly for the District, Justice and Family Courts and Water Reclamation, as well as Clark County School District. They staff mainly for Administrative and Office Support or any office space positions like customer service. They have an IT and Engineering division, as well. We are able to have focused groups that can provide the most qualified candidates for the positions. They staff nationally on a direct hire basis. Locally, they have three offices that can hire temporary staffing. We are pleased to be a minority, woman-owned company. They

have extensive outreach with the entire country and internationally as well. If they can partner with your division or organization, please contact them. If there are other resources they could reach out to as the market gets tighter to find qualified candidates, they are interested in creating new partnerships. Vershaun invited Kristina to participate in one of their workshops.

#### **IX. Informational Items**

Jane let members know that if they were going to have an alternate, the deadline is on Friday, December 11<sup>th</sup> to have applications to Trudy. If you do not have an alternate, you are committed to being at every meeting. If you cannot physically attend, you can teleconference in to the meeting.

The BOWD Graduation is December 17, 2016. Jane would like as many members as possible in attendance. Catherine advised that if enough members attend to form a quorum, BDAC items should not be discussed. It could be a possible violation to the Nevada Open Meeting Law. BDAC, RBDAC and the Commission on Minority Affairs will have a table at the event.

The 2016 Meet Your Customer Day is January 20, 2016, from 9:00 a.m. to 1:00 p.m. here at the Government Center in the rotunda. If you have never attended, it is a wonderful opportunity to meet the buyers for Clark County.

Mae Worthey wanted to share her interest in the Council and explain the functions of her organization. The Nevada Department of Employment works a lot with the Governor's Office of Economic Development in supporting their efforts to bringing businesses to town. Also, they have three main divisions in our agency. The Equal Rights Commission is responsible for investigating claims of discrimination in the work place. They offer outreach to businesses for free to teach them what to look out for and how to prevent discrimination in the work place. The Rehabilitation Division is for people with disabilities to help them find employment. They work with businesses to educate them of the benefits of hiring people with disabilities. In that division, they have the BEN program which is for people that are blind or visually impaired. Anytime you see a vending vendor or restaurant in a public building like this one or Hoover Dam for example, that would be under the Blind Business Enterprises of Nevada (BEN) program. Our main focus is unemployment insurance and employment. They have a vast outreach program and they go out and work with businesses educating them on the incentives available to them when hiring people who are unemployed and encouraging them to hire them. They help with staffing needs by holding hiring events, prescreen employees and recruit employees all free of charge. Then we have unemployment insurance in which all businesses in the state that has employees pay in to the unemployment insurance tax pool. Mae informed members that she is available as a resource and to contact her with any questions. She will work with Jo to have information available in the next newsletter.

On December 17, 2015, Rich announced the GOED workshop. The topic will be on the Department of Veteran Affairs. The location is at the University of Nevada/Cooperative Extension from 1:00-3:00 p.m. There is an upcoming webinar on January 20, 2016 and will be on Nevada's local small emerging business program (ESB). The speaker will be Lynne

Bullock-Taylor and she will also serve as his alternate for BDAC. On February 17, 2016, they will have an informational webinar on NGEM, specifically on supplier registration and electronic bidding. Both webinars will be from 2:30-3:30 p.m. Rich distributed flyers to members.

Vershaun reported that MBDC partnered with NDOT and provided classes for contractors over the past month. There is one tomorrow on bidding and contracting and one on December 17, 2015 on bonding. Both will be held at NDOT on Washington Avenue. Vershaun will send the flyers to members electronically.

**X. Identify emerging issues to be addressed at a future meeting**

Jane would like to find ways to work more with Clark County and other organizations to get the word out about NGEM. It is a great marketing tool because you can see who gets awarded a contract. If you are able to be the awardee, you can also go in as a Tier 2 or Tier 3 supplier.

Marcus inquired what the process would be to have the rule changed that the Council could not incur costs. Jane will work on getting the answer to that question. Jane added that there are ways to accomplish without incurring any costs. Jane will consult with Adleen.

**XI. Public Comments**

Ginnie Salazar informed members that NAWBO luncheons will be changed to the 4<sup>th</sup> Wednesday of each month beginning in January. Next luncheon will be on January 27, 2016 at Cili Restaurant in the Bali Hai Golf Club on 5160 S. Las Vegas Boulevard.

**XII. Next Meeting – Wednesday, February 10, 2016, 9:00 a.m.**

4<sup>th</sup> Floor, Gold Room, at the Clark County Government Center

**XIII. Adjournment**

The meeting was adjourned at 9:51 a.m.